FILE

WEEK OF
August 31, 1959

fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET
NEW YORK 21, NEW YORK
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1959

19th YEAR • A WEEKLY PUBLICATION

january

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february

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january – 1960

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february – 1960

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march – 1960

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	WEEK ENDING FRIDAY, AUGUST 28, 1959		
Friday August 28 9:30 A.M.	PRESS PREVIEW: "LINE-FOR-LINE" IMPORTS Preview for press of Macy's designer import originals, to be copied "line-for-line". By invitation. Publicity: Nancy Ranck, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Aug. 30	HAWAII FASHION GUILD SHOWING IN HONOLULU (Aug. 30 - Sept. 4).		
	WEEK BEGINNING MONDAY, AUGUST 31, 1959		
Monday August 31 12:00 Noon Luncheon	PREVIEW OF HOLIDAY AND RESORT LINGERIE Eve Stillman will present her Holiday and Resort lingerie collection, "Holiday Cameos", to resident buyers and press. By invitation. Continuous thereafter at showroom. Contact: Muriel L. Uebel, MU. 6-3470.	EVE STILLMAN LINGERIE (102 MADISON AVENUE)	SEVEN ARTS CENTER 120 MADISON AVENUE
Tuesday Sept. 1 9:00 A.M. Coffee	PREVIEW: CRUISEWEAR-SPRING SHIRT COLLECTION John Weitz presents his Cruisewear and Spring collection of shirts manufactured by Stratford. By invitation. Contact: Myles Frehm, GR. 5-7811.	STRATFORD SHIRT CO. (JOHN WEITZ)	1407 BROADWAY SHOWROOM - 32ND FLOOR
Tuesday Sept. 1 9:00 A.M.-5:00 P.M.	SHOWING OF FRENCH COUTURE IMPORTS Press preview Tuesday, Sept. 1, to view Du Pont's collection of Paris couture costumes in man-made fibers. By invitation only. Contact: Mabel Henderson, LO. 3-6400, Ext. 303. Trade showings--Wed., Sept. 2 through Friday, Sept. 11, 4:30 P.M. - 6:00 P.M. By invitation. Contact: Ethel Radon, LO. 3-6400, Ext. 484.	DU PONT COMPANY	EMPIRE STATE BUILDING 4TH FLOOR - FABRIC SHRMS
Tuesday Sept. 1 11:00 A.M. And 2:00 P.M.	PREVIEW OF HOLIDAY SPORTSWEAR COLLECTION Majestic will present their collection of Holiday coordinated separates to press and resident buyers. By invitation. Continuous thereafter. Contact: Marianne Cruze, LO. 4-3113.	MAJESTIC SPECIALTIES	1410 BROADWAY SHOWROOM - 16TH FLOOR
Tuesday Sept. 1 6:00 P.M.	PREVIEW OF FRENCH AND ITALIAN ORIGINALS Preview of Suzy Perette's imports from Paris and Italy. By invitation only. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.	SUZY PERETTE	134 WEST 37TH STREET SHOWROOM
Beginning Tuesday Sept. 1	OPENING OF HOLIDAY COLLECTION Opening of Robert Sloan's Holiday sportswear collection, designed by Sylvia de Gay. Continuous daily. Publicity: Noel Love, PL. 5-7630 or LA. 4-6651.	ROBERT SLOAN, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 2 12:15 P.M. Luncheon	REPORT ON PARIS COLLECTIONS	N.Y. FASHION DESIGNERS INC. (1457 BROADWAY)	HOTEL ASTOR CORAL ROOM
	Report on Paris collections by Betsy Talbot Blackwell, Editor-In-Chief, "Mademoiselle", at a luncheon. Price: $6.50 (members); $8.00 (guests). For reservations contact: WI. 7-0324.		
Thursday Sept. 3 8:30 A.M. Breakfast	REVIEW OF FALL PARIS COLLECTIONS	MADEMOISELLE MAGAZINE (575 MADISON AVENUE)	500 CLUB 500 SEVENTH AVENUE
	"Mademoiselle" review of 1959 Fall Paris collections with a showing of original models. Report by Betsy Talbot Blackwell, Editor-in-Chief. For buying offices, by invitation. Contact: Helen Marshall, PL. 9-2080.		
Thursday Sept. 3 11:30 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS	BERGDORF GOODMAN	2ND FLOOR SALON
	Bergdorf Goodman will preview their custom-order collection, designed by Leslie Morris. By invitation. Publicity: Florence Neff, PL. 3-7300.		
Sept. 7	LABOR DAY (Monday)--Legal Holiday.		
Tuesday Sept. 8 11:00 A.M.	PRESS PREVIEW OF SOPHIE CUSTOM-MADE	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
	Sophie, with the assistance of Stephen Erklin, will present her Fall and Winter collection. By invitation. Publicity: Helen O'Hagan, PL. 3-4000.		
Postponed Sept. 8	HATTIE CARNEGIE'S PREVIEW OF CUSTOM-ORDER AND IMPORTS, ORIGINALLY SET FOR SEPT. 8 AT 3:00 P.M., HAS BEEN POSTPONED TO SEPT. 14 and 15 (See Pg. 3).		
Tuesday Sept. 8 4:00 P.M.	PREVIEW OF HOLIDAY JUNIOR FASHIONS	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Presentation of junior Holiday fashions designed by Violet Feigin. By invitation. Continuous daily thereafter. Contact: LO. 4-1434.		
Beginning Tuesday Sept. 8	BOYS' HOLIDAY LINE IN "LEATHER 'N CHECKS"	HI-LINE COMPANY	112 WEST 34TH STREET SHOWROOM - 8TH FLOOR
	Hi-Line introduces the English Squire look from their new "Leather 'n Check" collection for young gentlemen of town and country, sizes 12 months to 7 years. By appointment. Publicity: Ruth Shaw Assoc., WI. 7-2562.		
Wednesday Sept. 9 11:00 A.M.	PRESS PREVIEW: FALL FASHIONS FOR TALL GIRLS	PEG NEWTON	3 EAST 48TH STREET SALON
	Preview for press of Peg Newton's Fall and Winter fashions for tall girls. By invitation. Publicity: Nona James, YU. 6-6980.		
Wednesday Sept. 9- Sept. 10 3:30 P.M. Cocktails	PREVIEW OF JUNIOR HOLIDAY COLLECTION	MAM'SELLE DRESS, INC.	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Preview of Holiday junior dress collection, designed by Betty Carol. Showing at 4:00 P.M. By invitation. Contact: Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130.		
Wednesday Sept. 9 4:00 P.M.	PRESS PREVIEW OF CUSTOM FASHIONS	BOB BUGNAND, INC. (117½ EAST 62ND STREET)	ST. REGIS HOTEL LOUIS XVI SUITE
	Bob Bugnand will present his custom-order daytime and evening fashions, created by him in Paris. All orders will be produced in his Paris atelier. By invitation. Publicity: Kay Inglis-Jones, PL. 9-3000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 9 6:15 P.M.	CAREER COUNCIL FASHION SHOW	KRESGE-NEWARK	3RD FLOOR
	Kresge will present their Career Council fashion show. Open to public. Publicity: Rita Nagle, MItchell 2-8000, Ext. 202.		
Thursday Sept. 10 11:30 A.M.	PRESS PREVIEW OF IMPORT COLLECTION	BERGDORF GOODMAN	2ND FLOOR SALON
	Preview of Bergdorf Goodman's Fall import collection for the press. By invitation. Publicity: Florence Neff, PL. 3-7300.		
Thursday Sept. 10 12:30 P.M. Luncheon	"MADE-IN-EUROPE" FASHIONS AT LUNCHEON	MACY'S NEW YORK	HOTEL PLAZA BALLROOM
	Macy's will present a luncheon showing of made-in-Europe fashions as well as American ready-to-wear. Press by invitation. Public by reservation; Contact: "Banquet Dept.", PL. 9-3000, Ext. 176. Publicity: Nancy Ranck, OX. 5-4400. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Beginning Thursday Sept. 10	SHOWING OF HOLIDAY COLLECTION	MASKET BROTHERS SPORTSWEAR, INC.	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Informal showings of Holiday collection. Contact: BR. 9-7160.		
Friday Sept. 11 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS	MAINBOCHER	6 EAST 57TH STREET SALON
	Mainbocher will present his custom-order collection to the press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Friday Sept. 11 12:00 Noon Luncheon	PREVIEW OF HOLIDAY AND RESORT DRESSES	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Lee Claire's Holiday and Resort dresses at preview luncheon showing. By invitation. Trade daily at 12:00 Noon (luncheon), beginning Monday, Sept. 14. Contact: Jack Sulzer, WI. 7-9470.		
Monday Sept. 14- Sept. 15	ANNUAL FASHION AWARDS AND EXPOSITION	NEIMAN-MARCUS	SHERATON-DALLAS HOTEL DALLAS, TEXAS
	The twenty-second annual Neiman-Marcus Fashion Exposition, with awards to Rosalind Russell; Scaasi; Anne Klein; Emme and Adolfo of Emme; Piero Fornasetti, Italian printer of glass. Two showings: Monday evening--dinner and ball; Tuesday morning--brunch. For benefit of The Junior League of Dallas. N. Y. Contact: Kay Kerr, LO. 4-1200; or Sara Marshall, Neiman-Marcus, Dallas, Texas.		
Monday Sept. 14 3:00 P.M.	PRESS PREVIEWS: CUSTOM AND IMPORT COLLECTION	HATTIE CARNEGIE	42 EAST 49TH STREET SALON
	Showing of the Hattie Carnegie Fall and Winter custom and import collection to the newspaper press. Other press, Tuesday, Sept. 15 at 11:00 A.M. (Note Change of Date.) By invitation. Publicity: Ruth Smith, PL. 5-2600.		
Monday Sept. 14 4:00 P.M. Cocktails	PREVIEW OF CRESLAN MERCHANDISE	AMERICAN CYANAMID CO. (111 WEST 40TH STREET)	SAVOY HILTON HOTEL GOLD SUITE
	American Cyanamid will preview merchandise fashioned with Creslan acrylic fiber to a select group of mills, manufacturers and retailers. Theme: "Creslan Comes to Life". By invitation only. Contact: Jay Lees at American Cyanamid, CI. 7-0100.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Sept. 15 9:00 A.M. Coffee	PREVIEW: RESORT SPORTSWEAR FASHIONS	JOHN WEITZ DESIGNS, INC. NARDIS OF DALLAS, INC.	1407 BROADWAY STUDIO - 8TH FLOOR
	John Weitz presents Resort sportswear collection, manufactured by Nardis of Dallas. By invitation. Contact: Chris Castro at John Weitz Studio, LO. 3-4920.		
Tuesday Sept. 15 11:00 A.M.	PREVIEW OF HOLIDAY JUNIOR COLLECTION	DEB-TIME, INC.	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Presentation of Holiday junior dress collection, designed by Frank Adams. By invitation. Continuous thereafter. Contact: Laura Cantor, BR.9-0314.		
Tuesday Sept. 15 11:00 A.M.; 2:00 P.M.; 3:00 P.M.	OPENING OF THREE HOLIDAY COLLECTIONS	ARKAY; RAPPI; & MARGOT, INC.	498 SEVENTH AVENUE SHOWROOMS - 19 & 20
	Holiday and Resort junior fashions: Arkay at 11:00 A.M. daily; Rappi at 2:00 P.M. (20th Fl.); Jeane Scott designed by Ole Borden for Margot at 3:00 P.M. Contact: Lucille Haley, LO. 5-2626.		
Tuesday Sept. 15- Sept. 16 1:00 P.M.	HOLIDAY-RESORT JUNIOR DRESS COLLECTION	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	The Mr. Mort Holiday-Resort dress collection, designed by Lee Evans, will be presented on Sept. 15 and Sept. 16 at 1:00 P.M. By admission card only. Contact: Dorothea Marshall, OX. 5-4760.		
Tuesday Sept. 15 2:30 P.M.	PREVIEW OF FALL AND WINTER COLLECTION	ELEANORA GARNETT	47 EAST 51ST STREET SALON
	Eleanora Garnett will present her Fall and Winter custom collection to press and customers. By invitation. Publicity: Elizabeth Maher Assoc., 424 Madison Avenue, EL. 5-4248.		
Tuesday Sept. 15- Sept. 17 3:00 P.M.	HOLIDAY AND PRE-SPRING DRESS COLLECTION	JERRY GREENWALD, INC.	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
	Jerry Greenwald's junior Holiday and pre-Spring collection of dresses and ensembles, designed by Barry Burr, with showings at 3:00 P.M., Sept. 15, Sept. 16, Sept. 17. Contact: LO. 5-4850.		
Tuesday Sept. 15 6:30 P.M.- 9:00 P.M.	WEEKLY FASHION CAREER COURSE	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	ENGINEERING SOC. AUD. 29 WEST 39TH STREET
	Subject: Ready-to-Wear. Speakers: Vincent Monte-Sano, Henry Rosenfeld, Herbert Sondheim, Pauline Trigere, John Weitz. Course (11 sessions): $20.00. Individual session $2.50 (except Nov. 24, $3.50). Moderator and Chairman: Jeanne Pierre. Contact: CI. 7-3940.		
Beginning Tuesday Sept. 15	OPENING: HOLIDAY FORMAL AND COCKTAIL FASHIONS	DAVID MORRIS CO.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Holiday formal and cocktail dresses, with continuous showings daily. Contact: William Rosenberg, WI. 7-0511.		
Beginning Tuesday Sept. 15	OPENING: HOLIDAY AND CRUISE COLLECTION	MARIA KRUM	41 WEST 56TH STREET SALON - 2ND FLOOR
	Informal showings of Maria Krum's Holiday and Cruise collection. (Complete Resort and Spring collection in November.) Contact: CI. 7-3060.		
Wednesday Sept. 16 9:45 A.M. Coffee	PRESS PREVIEW: FALL MATERNITY COLLECTION	LANE BRYANT	465 FIFTH AVENUE 10TH FLOOR
	Showing of Pierre Celeyre's Fall maternity collection designed for Helene Scott. By invitation. Publicity: Paula Miller, LE. 2-0200.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 16 12:30 P.M. Luncheon	FALL FABRIC FASHION PRESENTATION	THE BLUMENTHAL CO. (1 PARK AVENUE)	WALDORF-ASTORIA PEACOCK ALLEY
	The Blumenthal Co. introduces "Sutton Place" a new fashion fabric as styled by America's leading stores. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity: Rosemary Sheehan, 27 East 37th Street, MU. 5-1280.		
Wednesday Sept. 16 5:00 P.M.-7:00 P.M. Cocktails	INTRODUCING TWO NEW DESIGNERS	JOHN WEITZ DESIGNS, INC.	1407 BROADWAY BOUTIQUE - 8TH FLOOR
	John Weitz will present the sketches of two new American fashion personalities, Miss Fay Moore and Mr. Jay Stanley. For press and retailers, by invitation. Contact: John Weitz, LO. 3-4920.		
Thursday Sept. 17 11:30 A.M.	FALL-WINTER FASHIONS BY TWO DESIGNERS	BERGDORF GOODMAN	4TH FLOOR
	Fashions by Gigliola Curiel of Milan and Bernard Newman of the U.S.A. By invitation. Publicity: Florence Neff, PL. 3-7300.		
Thursday Sept. 17 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW	BRANELL	HOTEL PLAZA TERRACE ROOM
	Showing of Fall fashions by Branell, available at Best & Co. Press by invitation. Public by reservation; contact: "Banquet Dept.", PL 9-3000, Ext. 176. Fashion Director: Mary Alice Rice, CI. 6-1790.		
Friday Sept. 18 9:00 A.M. And 12:00 Noon	IMPORT FASHION SHOW-- TWO PRESENTATIONS	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
	Fall import collection at breakfast and luncheon showings with report by Nancy White, Editor, "Harper's Bazaar". Ready-to-Wear Committee of Fashion Group and Fashion Dept., "Harper's Bazaar". Prices: Breakfast--$6.00 (members), $10.00 (guest); Luncheon--$8.00 (members), $15.00 (guest). One guest to a member. Contact: CI. 7-3940.		
Friday Sept. 18 12:00 Noon Luncheon	PREVIEW: HOLIDAY AND CRUISE COLLECTION	MISS AMERICA CORP.	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Preview of Holiday and Cruise dresses. By invitation. Trade Sept. 21 through Sept. 25, with luncheon showings at 12:00 Noon. By appointment. Contact: Jerry Shull, CH. 4-6030.		
Monday Sept. 21 10:00 A.M.	SELECTION OF "SWEATER QUEEN OF 1959"	KNITTED OUTERWEAR FOUNDATION	SAVOY-HILTON HOTEL CHATEAU SUITE-11TH FL.
	The press and trade will be invited to meet the "Sweater Queen of 1959" and "Junior Sweater Queen of 1947" at the fourteenth annual National Sweater Week (Sept. 21-Sept. 27). By invitation. Contact: Edward Brandwein, MU. 3-7520.		
Monday Sept. 21 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW	TRIGERE, INC. (550 SEVENTH AVENUE)	SHERATON EAST HOTEL BALLROOM
	Pauline Trigere's Fall fashions, available at Lord & Taylor, will be presented during luncheon. Press by invitation. Public by reservation; contact: PL. 5-1000. Fashion Director: Mary Alice Rice, CI. 6-1790.		
Monday Sept. 21 12:30 P.M. Luncheon	LUNCHEON SHOWING OF FUR FASHIONS	STONE & STONE (333 SEVENTH AVENUE)	WALDORF-ASTORIA PEACOCK ALLEY
	Fall and Winter furs by Stone & Stone will be presented at luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity: Rosemary Sheehan, 27 East 37th St., MU. 5-1280.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Sept. 21 4:30 P.M. Cocktails	PRESS PREVIEW: BONNIE CASHIN FUR COLLECTION Fantasia Furs (Stessel, Ware & Prince) presents the first fur collection by Bonnie Cashin. For the press, by invitation. Publicity: Mary Alice Jones, at Alan W. Bell Co., 437 Fifth Avenue, MU. 4-4705.	FANTASIA FURS (333 SEVENTH AVENUE)	TRADER VIC'S (58 & 5TH) ADMIRAL'S CABIN
Tuesday Sept. 22 9:00 A.M. Breakfast	PREVIEW: CRUISE-RESORT COLLECTION Cabana will present their collection of beachwear, swimwear, dresses, separates and sportswear, designed by Pembroke Squires. Showing at 9:20 A.M. By invitation. Continuous daily thereafter at showroom. Publicity: Margaret Hodge, 15 East 48th Street, PL. 5-7630.	CABANA SPORTSWEAR CO. (1410 BROADWAY)	500 CLUB 500 SEVENTH AVENUE
Tuesday Sept. 22 3:00 P.M. Cocktails	SHOWING OF FALL FUR COLLECTION Ben Kahn will present his Fall collection to his clientele. By invitation. (Note Change of Time). Publicity: Maxwell-Gray, 527 Lexington Avenue, PL. 3-5556.	BEN KAHN FURS, INC. (150 WEST 30TH STREET)	SHERATON-EAST HOTEL DIPLOMAT SUITE
Tuesday Sept. 22 3:00 P.M.	PREVIEW OF RESORT SHIRTS AND SEPARATES Haymaker will preview their Resort shirts, skirts and separates, designed by Ricci. By invitation. Publicity: Terry Mayer or Grace Horton, BR. 9-6560.	HAYMAKER	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Sept. 22 4:00 P.M. Champagne	NEW COLLECTION OF MATERNITY FASHIONS New Resort and early Spring collection of maternity clothes with Mr. Gee as Godfather at Champagne Christening. Contact: Melba Hobson, WI.7-8178.	MRS. GEE BY MELBA HOBSON	1407 BROADWAY MR. GEE SHRM - 25TH FL.
Sept. 23	FIRST DAY OF AUTUMN (Wednesday).		
Wednesday Sept. 23 9:30 A.M. Breakfast	INTRODUCING "MISS WOOL" TO THE PRESS The national "Miss Wool of 1960" will be introduced at a press breakfast. By invitation. Contact: Babs Friederich, at Wool Bureau, YU. 6-6222.	THE WOOL BUREAU, INC. (360 LEXINGTON AVENUE)	SHERATON-EAST HOTEL MIRROR SUITE - 2ND FL.
Wednesday Sept. 23 12:15 P.M. Luncheon	PRESS-TRADE PREVIEW: COUTURIER FOUNDATIONS Triumph International will present a new concept in imported foundations for the American woman, to the press and trade. Showings also Sept. 24-25 at 12:15 P.M., Hotel Plaza, Terrace Room. By invitation. (Out-of-Town showings, Sept. 28 - San Francisco; Sept. 29 - Los Angeles; Oct. 1 - 2, Chicago.) Publicity: Lenore Friedman at Roy Bernard Co., TE. 8-2930.	TRIUMPH INTERNATIONAL (14 EAST 62ND STREET)	HOTEL PLAZA BALLROOM
Wednesday Sept. 23 12:30 P.M. Luncheon	COATS & SUITS AT LUNCHEON SHOW Showing of Harry Frechtel's Fall coats and suits, available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Headwaiter", EL. 5-3000. Frechtel contact: PE. 6-1310.	HARRY FRECHTEL (205 WEST 39TH STREET)	WALDORF-ASTORIA PEACOCK ALLEY
Wednesday Sept. 23 2:30 P.M.	SHOWING OF HOLIDAY & RESORT COLLECTION Showings Sept. 24, 29, 30, Oct. 1 at 2:30. Contact: Miss Fritzi, LA. 4-0237.	DAVID LEVINE CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 23 3:00 P.M.	PRESS PREVIEW: FALL & WINTER CUSTOM-ORDER	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 8TH FLOOR
	Elizabeth Arden will present her Fall and Winter custom-order fashions to the press. By invitation. Publicity: Alan McGeehan at Rasponi Assoc., 667 Madison Avenue, TE. 8-8171.		
Wednesday Sept. 23 4:30 P.M. Cocktails	PRESS PREVIEW: CRUISE AND SUMMER SWIMSUITS	CATALINA, INC.	ST. REGIS HOTEL ROOF
	Preview of 1960 Cruise and Summer swimsuits for women, men and children. By invitation. Contact: Maria Brown, PE. 6-2855.		
Thursday Sept. 24 9:00 A.M. Breakfast	PRESS PREVIEW: CRUISE, RESORT, SPRING SPORTSWEAR	JANTZEN, INC. (261 MADISON AVENUE)	THE FOUR SEASONS 375 PARK AVENUE
	Cream of the new Jantzen line of women's swimwear and playclothes will be presented to the press at the first fashion show to be staged in the Pool Room of The Four Seasons, Seagram Building. By invitation only. Publicity: Eloise Walton at Rogers & Cowan, 40 East 49th St., PL 9-6272. Reservations: Sally Larson, OX. 7-0811.		
Thursday Sept. 24 12:00 Noon Luncheon	PRESS PREVIEW: CUSTOM FUR FASHIONS	RITTER BROTHERS (224 WEST 30TH STREET)	HOTEL PLAZA BALLROOM
	Ritter Brothers will present a private showing of furs designed by Leo Ritter. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Thursday Sept. 24 12:30 P.M. Luncheon	LUNCHEON SHOWING OF FALL FASHIONS	RICHARD COLE, INC. (498 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
	Richard Cole will present his collection of Fall dresses. Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 9-3000, Ext. 176. Cole contact: John Brunelle, OX. 5-4760. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Tuesday Sept. 29 9:30 A.M. Breakfast	FABRIC PREVIEW: SPRING AND SUMMER COTTONS	WAMSUTTA MILLS	1430 BROADWAY SHOWROOM - 8TH FLOOR
	Wamsutta's new fabric collection for Spring and Summer '60. (Note Change Of Dates.) Preview for press only Sept. 29, breakfast at 9:30, show at 10:00. By invitation only. Buying offices and retail stores Sept. 29, show at 4:00 P.M. By invitation only. Open house for trade Sept. 30 and Oct. 1 from 9:30 to 5:00, shows at 10:00 A.M. and 4:00 P.M. Contact: Liz Daly, OX. 5-4330, Ext. 318 or 319.		
Tuesday Sept. 29 12:00 Noon Luncheon	SWIMWEAR FASHIONS FOR 1960	ROSE MARIE REID, INC. (1407 BROADWAY)	WALDORF-ASTORIA STARLIGHT ROOF
	Preview for press and buyers of the Rose Marie Reid 1960 swimsuit collection. By invitation. Publicity: Virginia Dickson, PE. 6-6275.		
Tuesday Sept. 29 4:00 P.M. Cocktails	PREVIEW: CRUISE-RESORT COLLECTION	ROBERT SLOAN, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Robert Sloan will present his collection of Cruise-Resort sportswear, separates, blouses and dresses, designed by Sylvia de Gay. By invitation. Continuous daily thereafter. Publicity: Noel Love, PL. 5-7630.		
Beginning Tuesday Sept. 29	PETITE AND MISSES RESORT & SPRING LINE	GROSS-SYDNEY, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
	Opening of Resort and Spring collections of Petti-4 casual wear for the petite miss; and "Terry Rogers" misses sizes. Contact: Miss Carol, CH. 4-3558.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 30 3:30 P.M. Cocktails	PREVIEW: RESORT AND SUMMER SWIMSUITS	ROXANNE SWIMSUITS (1407 BROADWAY)	SHERATON-EAST HOTEL BALLROOM
	Roxanne will present a preview of their 1960 swimsuit collection. Showing at 4:00 P.M. By invitation. Contact: Marion Cherry, at Diamond-Barnett, 6 East 45th Street, MU. 2-7025.		
Thursday Oct. 1 9:30 A.M. Breakfast	PRESS PREVIEW: FALL AND WINTER FURS	MAXIMILIAN FURS, INC.	20 WEST 57TH STREET SALON - 3RD FLOOR
	Showing of Fall and Winter fur collection. By invitation. Contact: Mrs. S. K. Steffen, CI. 7-1388. Publicity: Vera Bacal, PL. 3-8421.		
Thursday Oct. 1 12:00 Noon Cocktails-Luncheon	DIAMONDS-INTERNATIONAL AWARDS LUNCHEON	N. W. AYER & SON, INC. (30 ROCKEFELLER PLAZA)	WALDORF-ASTORIA EMPIRE & SERT ROOMS
	Presentation of awards for diamond jewelry design, chosen from sketches submitted anonymously to selection committee. Cocktails, 12:00 Noon, Empire Room; Luncheon, 12:30 P.M., Sert Room. By invitation. Contact: Mildred Kosick, PL. 7-5700.		
Thursday Oct. 1 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON	VERA MAXWELL, INC. (530 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
	Showing of Vera Maxwell's Fall fashions, available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 9-3000, Ext. 176. Publicity: Virginia Dickson, LO. 3-4358. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Oct. 3	ROSH HASHONAH--First Day of Jewish New Year (Saturday).		

RESORT-SPRING OPENINGS BY MEMBERS OF CREATORS OF AMERICAN FASHIONS, INC.

Beginning Monday Oct. 5	Davidow, Inc.	550 Seventh Ave. (21 Fl)	PE. 6-6909
	David M. Goodstein, Inc.	550 Seventh Ave. (24 Fl)	LA. 4-2577
	Lloyd Weill Co.	498 Seventh Ave. (22 Fl)	LO. 5-3041
	Sport-Craft, Inc.	550 Seventh Ave. (12 Fl)	LA. 4-9724
	Zoltan Rosenberg Co.	550 Seventh Ave. (22 Fl)	LA. 4-6691

Monday Oct. 5 12:30 P.M. Box Luncheon	PREVIEW OF RESORT-CRUISE COLLECTION	MR. GEE, INC.	1407 BROADWAY SHOWROOM - 25TH FLOOR
	Mr. Gee will present Resort and Cruise collection of sportswear, separates, beachwear and sundresses, designed by Melba Hobson. Continuous thereafter. Contact: WI. 7-8178.		
Monday Oct. 5 4:30 P.M. Cocktails	PREVIEW: RESORT-CRUISE SWIMWEAR	COLE OF CALIFORNIA (1407 BROADWAY)	HOTEL PLAZA BALLROOM
	Cole of California will preview their Resort-Cruise collection of swimwear and fun fashions. By invitation. Continuous daily thereafter at showroom. Contact: Sanford Worth, BR. 9-2886.		
Tuesday Oct. 6 12:30 P.M. Luncheon	COATS AND SUITS AT LUNCHEON SHOW	GEORGE CARMEL, INC. (530 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
	George Carmel's Fall and Winter coats and suits will be presented during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, PL. 9-3000, Ext. 2241. Fashion Director: Mary Alice Rice, CI. 6-1790.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Oct. 7 12:30 P.M. Luncheon	FASHIONS FOR MEN & WOMEN DURING LUNCHEON	ESQUIRE MAGAZINE; SAKS FIFTH AVENUE	HOTEL PIERRE ROOF GARDEN
	Showing of Fall-Winter fashions for men and women, sponsored by Esquire Magazine; Saks Fifth Ave.; and British Men's Wear Guild. Press by invitation. Public by reservation; contact: "Andre," TE. 8-8000. Pierre Fashion Director: Anne Taylor, TE. 8-8000.		
Beginning Wednesday Oct. 7 2:30 P.M.	OPENING: SPRING AND RESORT COLLECTION	ZOLTAN ROSENBERG, INC.- VERA STEWART ORIG.	550 SEVENTH AVENUE SHOWROOM - 22ND FL.
	Showings at 2:30 P.M. through Oct. 16. Thereafter Tues. and Thurs at 2:30. Contact: LA. 4-6691.		
Thursday Oct. 8 11:30 A.M.	PRESS PREVIEW OF GIFTS AND ANTIQUES	BERGDORF GOODMAN	4TH FLOOR
	Bergdorf Goodman will present their gift and antique collection for the press. By invitation. Publicity: Florence Neff, PL. 3-7300.		
Oct. 12	YOM KIPPUR - Jewish Day of Atonement (Monday)		
Tuesday Oct. 13 4:00 P.M. Cocktails	SHOWING OF FALL FASHIONS WITH "KEYBAK"	CHICOPEE MILLS, INC.	HOTEL PIERRE ROOF GARDEN
	"Keybak", the non-woven interfacing fashion fabric, will be presented in a showing of Fall fashions by leading designers. By invitation. Publicity: Rosemary Sheehan, 27 East 37th St., MU. 5-1280.		
Wednesday Oct. 14 4:00 P.M. Cocktails	PREVIEW: RESORT AND SPRING WOMEN'S FASHIONS	WHITE STAG MFG. CO.	PARK LANE HOTEL CRYSTAL BALLROOM
	White Stag will present Resort and Spring '60 women's fashions at a preview for press and buying offices. Showing at 4:30 P.M. (Note Change of Date) By invitation only. Contact: Vera Holton: BR. 9-1972.		

SPRING OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)

(The Member Firms of the Fashion Originators' Guild Will Introduce Their Spring Collections in a Two-Day Opening Period - Nov. 2 - 3)

Beginning Monday Nov. 2	BEN BARRACK, INC.	498 7th Ave.	(7 Fl.)	LO. 4-3923
	HARVEY BERIN LTD.	530 7th Ave.	(7 Fl.)	PE. 6-0206
	ED GERRICK, INC.	550 7th Ave.	(7 Fl.)	LO. 4-1820
	A. GOODMAN & CO., INC.	530 7th Ave.	(17 Fl.)	WI. 7-4076
	DAVID E. GOTTLIEB, INC.	530 7th Ave.	(4 Fl.)	LO. 5-2727
	GRABOIS	498 7th Ave.	(5 Fl.)	CH. 4-2767
	GROBE ORIGINALS, INC.	498 7th Ave.	(16 Fl.)	BR. 9-8394
	MYRON HERBERT, INC.	530 7th Ave.	(20 Fl.)	LO. 4-6830
	JUNIOR SOPHISTICATES CO.	498 7th Ave.	(4 Fl.)	LO. 4-0462
	NAT KAPLAN, INC.	498 7th Ave.	(21 Fl.)	LO. 5-4115
	DAVID LEVINE CO.	530 7th Ave.	(21 Fl.)	LA. 4-0237
	ROSALIE MACRINI, INC.	550 7th Ave.	(11 Fl.)	CH. 4-2655
	PAUL PARNES CORP.	498 7th Ave.	(10 Fl.)	CH. 4-4600
	RUDOLF GOWNS	530 7th Ave.	(12 Fl.)	WI. 7-6865
	MARTIN SIMON, INC.	498 7th Ave.	(7 Fl.)	LA. 4-2877
	HERBERT SONDHEIM, INC.	530 7th Ave.	(20 Fl.)	LA. 4-7540
	HANNAH TROY, INC.	530 7th Ave.	(2 Fl.)	LO. 3-0988
	SAMUEL WINSTON, INC.	530 7th Ave.	(11 Fl.)	CH. 4-2617

Contact: Leonard Gendler, 1440 Broadway, CH. 4-6945.